

## DISTRIBUTION:

F. Alfieri - 120/11  
B. Anderson - Region 52  
R. Anise - 120/8  
D. Ball - 120/8  
D. Beran - 120/6  
D. Berenson - 120/15  
S. Bowers - 120/12  
I. Broeman - 120/12  
R. Bucciarelli - 120/11  
M. Buonaventura - 120/8  
K. Bunte - 120/7  
G. Cardillo - 120/12  
B. Dorr - 120/15  
M. Duane - 120/7  
G. Eastburn - 120/11  
K. Eisen - 120/6  
N. Ellis - 12/8  
E. Gawronski - 120/6  
E. Gee - 120/6  
V. Han - 120/14  
S. Horton - 120/11  
R. Huckfeldt - 120/12  
S. Jannetta - 120/8  
C. Johnson - 120/11  
D. Keane - 120/23  
R. King - 120/11  
D. Laska - 120/7  
S. LeVan - 120/14  
C. Levy - 120/9  
N. Lund - 120/8  
M. Mahan - 120/8  
J. Mansmann - 120/11  
C. McAuliffe - 120/7  
K. McMahon - 120/8  
T. McGovern - 120/8  
E. Merlo - 120/9  
L. Mertz - 120/15  
R. Mikulay - 120/8  
J. Morgan - 120/9  
V. Murphy - 120/23  
B. Neidle - 120/6  
T. Nelson - 120/6  
S. Norris - 120/11  
N. Parmet - 120/8  
A. Patterson - 120/7  
S. Piskor - 120/8  
D. Potter - 120/11  
N. Recine - 120/12  
B. Reuter - 120/11  
T.C. Richards - 120/11  
B. Roper - 120/8  
T. Ryan - 120/12  
M. Saine - 120/15  
T. Saloun - 120/6  
M. Salzman - 120/8  
S. Sampson - 120/12  
A. Schwartz - 120/6  
R. Schmid - 120/12  
M. Schroeder - 120/11  
C. Schwab - 120/8  
J. Severino - 120/7  
R. Simons - 120/11  
D. Smith (Dee) - 120/10  
D. Smith (Debbie) - 120/7  
J. Spector - 120/14  
D. Stern - 120/8  
S. Strausser - 120/14  
M. Szymanczyk - 120/9  
J. Taylor - 120/8  
L. Theaman - 120/12  
J. Thomas - 120/11  
F. Thoocho - 120/15  
C. Tucker - 120/8  
J. Vanderputten - 120/8  
A. von Germeten - 120/8  
M. Waldman - 120/8  
R. Webster - 120/11  
L. Wexler - 120/9  
R. Wilhelm - 120/11  
T. Young - 120/8

## PROMOTION NETWORK

S. Love - 120/11  
D. English - 120/11  
A. Reyfield - 120/11  
V. Reynolds - 120/11

## MADDEN

S. Fetzer - 120/12  
M. Meade - 120/12  
D. Moody - 120/12

## Regions

N. Canfield - #344  
J. Copeland - #1  
B. Egan - #23  
L. Hudson - #344  
G. Dowell - #54  
J. Brown - #4

## Events

M. Gennaro - 120/12  
J. Vasquez -

Elements Distribution List - w/agencies

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**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Distribution**DATE:** March 8, 1994**FROM:** Natalie Ellis**SUBJECT:** Region 5 Fiesta Broadway (LA)**SUMMARY**

Beginning April 11, 1994, Region 5 will field a Marlboro T-shirt w/3 pack promotion using customized Mainline Art. The primary objectives of this promotion are to reward Marlboro smokers, to capture incremental volume with retail promotion tied to major local market event and to gain "Big Brand" visibility in-store among the Hispanic community.

**FIESTA T-SHIRT PROMOTION DETAILS****Retail Offer**

Free Marlboro T-shirt w/3 pack purchase.

**Budget**

Marlboro Regional Budget

**Timing****Order Period:** 3/2/94 - 4/15/94**Retail Date:** 4/11/94 - 4/29/94**Placement**

Pack outlets

**Product**

All packings of Marlboro as determined by FSF.

**UPC Codes**

All incentive packaging has been produced with Kings and 100s perforated UPC codes. **Sales Reps/ Distributors must remove the inappropriate code when placing product on the packaging.**

<b>3 Pack Kings:</b>	<b>0 - 28200</b>	<b>19902-4</b>
<b>3 Pack 100s:</b>	<b>0 - 28200</b>	<b>19906-2</b>

In addition, 500-600 unpackaged shirts will be sent to the event for distribution there.

**Display/Materials**

POS #	ITEM	QUANTITY
71311	20 Deal Shippers	1200
71310	Packaged T-shirt	36,000
72606	Danglers	2,400
71309	Window Posters	2,400

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Payment/Reporting

ITEM	Payment	Promo Codes
20 Deal Shipper w/T-shirts	None	0680

PM EXPRESS ORDERING INFORMATION

- All orders must be placed through PM Express via the IVR System

PMX Kit #	(For Allocation only) POS #	Item	Quantity to be Allocated	P/F	Order Start Date	Orders Complete
06804	71311	Display Kit	1200			
		20 Deal Display		1		
		Packaged T-Shirts		20		
		Danglers?		2		
		Window Poster		2		
76677	76678	Packaged T-shirt backup kit	600	20		

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